

Omnia co-founders Hope Shannon and Rachel Boyle have been working with the Rogers Park/West Ridge Historical Society since 2014, when they, along with fellow Loyola University graduate students, played an instrumental roll in helping our organization restructure itself after a long period of decline. In addition to a major reorganization of our committee and volunteer efforts, Hope launched a new and improved website and social media presence, while Rachel recommended and supervised the transfer of our constituent records from an outdated version of PastPerfect to our powerful new database, CiviCRM.

Since 2014, both have provided invaluable counsel and advice, and we have contracted with Rachel to provide on-going technological support for the website and for CiviCRM. Her knowledge of the details of this software has helped us increase our use of all its features, greatly adding to the efficiency of our totally volunteer-run organization and greatly decreasing the costs associated with outreach and constituent service.

Specifically, Rachel has worked with us to integrate our WordPress-hosted website and our CiviCRM database so that we now depend almost totally on the CiviCRM email functions to communicate with our 2,000+ constituents and use its event registration system for both free and paid events on a weekly basis. Without this integration, we would not be able to manage our busy calendar of activities and would be forced to bear substantial printing and mailing costs we simply cannot afford. We also use CiviCRM to manage our membership acquisition and retention activities, our donations and our volunteer records.

Rachel also provides on-going technical support and training for those of us who must use the system to carry out our volunteer responsibilities. In that role, she has created step-by-step processes and instructions for adding new people to the database, for entering membership, volunteer and donor activities, for creating and sending bulk emails, for integrating our registration system with online payment options and for handling any special needs that come up. When we have problems with the website or the database, she quickly responds to calls for help, and has worked tirelessly to find rapid solutions to serious technical issues that would otherwise have crippled our ongoing operations.

I highly recommend both Rachel and Hope as consultants to small organizations like ours, where every penny counts and every hour of volunteer time has to be used as efficiently as possible to accomplish the core mission. Their understanding of the issues we face and their concern for effective management of our limited resources make them ideal partners for us and for others like us.

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